

PROJECT NUMBER: 2304, 4015
PROJECT TITLE: Domestic Product Development
PROJECT LEADER: G. N. Yatrakis, J. B. Easley and J. L. Spruill
PERIOD COVERED: May, 1990

I. LOW TAR/HIGH FLAVOR

Project BOLD

- A. Objective:** Development of a 1mg 85mm and 2mg 100mm regular and menthol product competitive with Now and Carlton.
- B. Results:** Blend 240 was selected as an improvement over the initial blend used on POLs 0265, 0526 and 0530. Prototypes were made with this blend to evaluate new flavor systems. Based on evaluations, a model will be selected from this series for POL 0268.
- C. Plans:** Produce POL 0268 and evaluate a modified version of Blend 240 to lower puff count and increase subjective response.

II. PROJECT AMBROSIA

- A. Objective:** Develop a 23.0 circumference aromatic sidestream product as well as a 24.8 circumference 85mm and a 24.0 circumference 100mm and apply this technology to other products.

- B. Results:** Cigarette samples were made with Aromatek-100 (5%, 7%) and CR-2910 (5%, 7%) in the sideseam adhesive. Ambient and accelerated aged samples from these trials have been submitted for analysis of the flavor compound in the product.

Initial prototypes have been made to evaluate the R&D sideseam adhesive flow controller.

- C. Plans:** Complete evaluations of flow controller and aromatic sideseam prototypes.

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III. PROJECT AMBROSIA II

- A. **Objective:** Develop K.S. and 100mm low smoke, low odor and low smoke/low odor prototypes.
- B. **Results:** Thirty-one prototypes with various papers, filters and additives have been made and are being evaluated. Based on these evaluations, models will be chosen for POL testing in June. Several of these models are also undergoing accelerated aging tests.
- C. **Plans:** Produce POL models. Evaluate accelerated aging tests.

IV. PROJECT MARLBORO

- A. **Objective:** Design and develop a Marlboro 83mm FTB product at 13.5mg tar delivery and other Marlboro brand extensions.
- B. **Results:** Products were designed using a 21mm filter and a 27mm filter at 13.5mg tar delivery as a Marlboro Medium between Full Flavor and Lights versions. POLs 0336 (83 w/21mm filter) and 0337 (83 w/27mm filter) have been produced and shipped to panelists for evaluation. Results due in late June.

Other Marlboro development work includes a 90mm product at 16mg tar and an 84mm product at 14mg tar.

- C. **Plans:** Factory trial and Ad Pack scheduled for June utilizing the 83mm Medium design.

V. CAMBRIDGE IMPROVEMENT

- A. **Objective:** To develop prototypes which will improve the cost effectiveness of the Cambridge brand family.
- B. **Results:** Blend evaluation underway with POL 3636. Results available early June. Cost analysis of flax versus woodpulp cigarette paper and perforation versus non-perforation of tipping is under evaluation.
- C. **Plans:** Pending POL results.

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VI. Brand Extensions & Modifications

A. Objective: Design and develop extensions and modifications to existing brand families.

B. Results and Plans:

Cambridge 100's U.L. @ 6mg tar - Design work completed.
Prototypes being produced.

Cambridge KS U.L. @ 6mg tar - Prototypes produced.
Undergoing analytical and subjective evaluation. Factory trial in June.

Cambridge 100's Menthol F.F. - Prototypes produced.
Awaiting analytical evaluations.

Marlboro 80 & 83mm Menthol FTB - Models produced and analyticals completed. Undergoing subjective evaluation. Factory trial in July.

Alpine 83mm Menthol - Design work completed. Models to be produced.

Bucks F.F. & Lights with A/C Modifications - Prototypes produced and analyticals completed. Subjective evaluations in progress to select a candidate for future POL evaluation.

Va. Slims KS with 20 & 23mm circumference - Design work completed for F.F., Lights, and U.L. models. Prototypes available in early June.

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